program chains within the interactive multimedia content using the content authoring system.

6. The method of claim **5**, wherein identifying program chains within the interactive multimedia content using the content authoring system further comprises identifying cells within at least one VOB file associated with a program chain.

7. The method of claim **4**, wherein parsing the at least one IFO file and the at least one VOB file to build an object model for the interactive multimedia content comprises identifying navigation information within the interactive multimedia content using the content authoring system.

8. The method of claim **3**, wherein automatically authoring a user interface based upon the object model using the content authoring system comprises generating at least one HTML5 page using the object model.

9. The method of claim **8**, wherein automatically authoring a user interface based upon the object model using the content authoring system further comprises generating at least one JavaScript file associated with the at least one HTML5 page using the object model.

10. The method of claim **9**, wherein:

parsing the at least one IFO file and the at least one VOB file to build an object model for the interactive multimedia content comprises identifying program chains within the interactive multimedia content using the content authoring system; and

at least one HTML5 page is generated per program chain.

11. The method of claim **9**, wherein:

parsing the at least one IFO file and the at least one VOB file to build an object model for the interactive multimedia content comprises identifying navigation information within the interactive multimedia content using the content authoring system; and

the navigation information is used to generate JavaScript within the JavaScript file.

12. The method of claim **1**, wherein the interactive multimedia content is authored in accordance with the BD-ROM specification.

13. The method of claim **1**, wherein the interactive multimedia content comprises a plurality of files including:

an index.bdmv file describing titles and Movie Objects within the interactive multimedia content;

an MovieObject.bdmv file containing information concerning at least one Movie Object; and

at least one Clip AV stream file with an associated Clip Information File.

14. The method of claim **13**, wherein building an object model of interactive multimedia content authored for distribution via a physical medium using a content authoring system comprises parsing the index.bdmv file, the MovieObject.bdmv file and the at least one Clip AV stream file and associated Clip Information File to build an object model for the interactive multimedia content using the content authoring system.

15. The method of claim **14**, wherein parsing the at least one Clip AV stream file and associated Clip Information File comprises identifying Button Objects.

16. The method of claim **12**, wherein automatically authoring a user interface based upon the object model using the content authoring system comprises generating at least one HTML5 page using the object model.

17. The method of claim **1**, further comprising transcoding at least a portion of the multimedia content using the content authoring system.

18. The method of claim **1**, wherein transcoding at least a portion of the multimedia content using the content authoring system comprises transcoding a least a portion of the video content to reduce the size of the video content.

19. The method of claim **1**, wherein transcoding at least a portion of the multimedia content using the content authoring system comprises transcoding a least a portion of the video content into a plurality of streams having different bitrates.

20. The method of claim **1**, wherein transcoding at least a portion of the multimedia content using the content authoring system comprises converting subtitles to text.

21. The method of claim **1**, wherein packing the multimedia content into at least one container file comprises multiplexing at least one video stream and at least one audio stream into at least one container file.

22. The method of claim **1**, further comprising:

transcoding a least a portion of the video content into a plurality of streams having different bitrates; and

wherein packing the transcoded multimedia content into at least one container file comprises packing each video stream into at least one separate container file.

23. The method of claim **1**, wherein packing the multimedia content into at least one container file comprises packing the authored user interface and the multimedia content into at least one container file.

24. The method of claim **23**, wherein packing the multimedia content into at least one container file comprises packing the authored user interface and the transcoded multimedia content into a single container file.

25. The method of claim **24**, further comprising generating a unique identifier for the at least one container file.

26. The method of claim **25**, further comprising registering the unique identifier with a registration server.

27. The method of claim **26**, wherein registering the unique identifier with a registration server comprises providing at least one location from which the container file can be downloaded electronically.

28. The method of claim **26**, wherein registering the unique identifier with a registration server comprises associating metadata with the container file, where the metadata describes the multimedia content contained within the container file.

29. The method of claim **1**, wherein electronically distributing at least a portion of the authored user interface and the at least one container file via a network connection comprises uploading the authored user interface and the at least one container file to a server.

30. The method of claim **1**, wherein electronically distributing at least a portion of the authored user interface and the at least one container file via a network connection comprises uploading the authored user interface and the at least one container file to a peer-to-peer network.

31. A system for electronic sell-through of multimedia content authored for distribution via physical media, comprising:

a content authoring system configured to ingest interactive multimedia content authored for distribution via physical media and to convert the interactive multimedia content for electronic distribution; and

a content distribution system configured to provide at least a portion of the converted interactive multimedia content to playback devices via a network;

wherein the content authoring system is configured to build an object model of interactive multimedia content